



# Boost Breakfast Participation with NEW Goldfish® Grahams

Breakfast program participation increased by

**3.7%**

during the 2015–2016 school year.<sup>1</sup>

Meet a growing demand for morning meals with new **Goldfish® Grahams**, now available in French Toast and Honey Bun!

They're not only delicious but also a smart pick for students:

- Whole grain-rich
- No artificial flavors or preservatives
- Smart Snack compliant
- 1 oz. grain equivalent per package
- 0g trans fat per serving



MADE WITH SMILES AND WHOLE WHEAT FLOUR, ENRICHED WHEAT FLOUR (FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRATE, RIBOFLAVIN, FOLIC ACID), VEGETABLE OILS (CANOLA AND/OR SUNFLOWER, PALM KERNEL, PALM), SUGAR, BROWN SUGAR (SUGAR, INVERT SUGAR, MOLASSES), INVERT SYRUP, CONTAINS 2% OR LESS OF: CINNAMON, CARAMELIZED SUGAR, SALT, BAKING SODA, NONFAT MILK, NATURAL FLAVOR, BAKING POWDER (SODIUM ACID PYROPHOSPHATE, SODIUM BICARBONATE, CORNSTARCH, MONOCALCIUM PHOSPHATE), CORN SYRUP SOLIDS, CARAMEL COLOR, SOY LECITHIN. CONTAINS: WHEAT, MILK, SOY.

## Nutrition Facts

|   |                      |                 |
|---|----------------------|-----------------|
| Serving Size 1 Package  |                      |                 |
| Servings Per Container 1  |                      |                 |
| Amount Per Serving  |                      |                 |
| Calories 130  | Calories from fat 40 |                 |
| % Daily Value *   |                      |                 |
| Total Fat 4.5g  |                      | 7%              |
| Saturated Fat 1g  |                      | 5%              |
| Trans Fat 0g  |                      |                 |
| Polyunsaturated Fat 1g  |                      |                 |
| Monounsaturated Fat 2.5g  |                      |                 |
| Cholesterol 0mg   |                      | 0%              |
| Sodium 140mg  |                      | 6%              |
| Total Carbohydrate 21g  |                      | 7%              |
| Dietary Fiber 2g  |                      | 8%              |
| Sugars 8g   |                      |                 |
| Protein 2g  |                      |                 |
| Vitamin A   | 0% • Vitamin C       | 0%              |
| Calcium   | 2% • Iron            | 4%              |
| * Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs: |                      |                 |
|   | Calories:            | 2,000 2,500     |
| Total Fat   | Less than            | 65g 80g         |
| Sat Fat   | Less than            | 20g 25g         |
| Cholesterol   | Less than            | 300mg 300mg     |
| Sodium  | Less than            | 2,400mg 2,400mg |
| Total Carbohydrate  |                      | 300g 375g       |
| Dietary Fiber   |                      | 25g 30g         |



MADE WITH SMILES AND WHOLE WHEAT FLOUR, ENRICHED WHEAT FLOUR (FLOUR, NIACIN, REDUCED IRON, THIAMINE MONONITRATE, RIBOFLAVIN, FOLIC ACID), SUGAR, VEGETABLE OILS (CANOLA AND/OR SUNFLOWER, PALM KERNEL, PALM), HONEY, BROWN SUGAR (SUGAR, INVERT SUGAR, MOLASSES), CONTAINS 2% OR LESS OF: MOLASSES, BAKING SODA, SALT, NONFAT MILK, BAKING POWDER (SODIUM ACID PYROPHOSPHATE, SODIUM BICARBONATE, CORNSTARCH, MONOCALCIUM PHOSPHATE), CORN SYRUP SOLIDS, CORN MALTODEXTRIN, SPICES, CARAMELIZED SUGAR, NATURAL FLAVORS, WHEY POWDER, MODIFIED CORNSTARCH, SOY LECITHIN. CONTAINS: WHEAT, MILK, SOY.

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<sup>1</sup>Food Research & Action Center, 2016.

Learn more at [campbellsfoodservice.com/brands/goldfish](http://campbellsfoodservice.com/brands/goldfish)



## Ordering Information

| Product Name  | Product Code | UPC         | Case Code (GTIN) | Case Pack | Net Weight | Case Cube | Case Dimensions           |
|---|--------------|-------------|------------------|-----------|------------|-----------|---------------------------|
| <i>Goldfish</i> ® Grahams Baked with Whole Grain French Toast | 25082        | 14100250821 | 10014100250828   | 300/1 oz. | 18.74 lbs. | 2.11 ft.  | 24" L x 15" W x 10.125" H |
| <i>Goldfish</i> ® Grahams Baked with Whole Grain Honey Bun    | 25083        | 14100250838 | 10014100250835   | 300/1 oz. | 18.74 lbs. | 2.11 ft.  | 24" L x 15" W x 10.125" H |

## Try Our Other Products! *Goldfish*® Is the Most Popular Cracker Brand Among Households With Kids Under 12\*

| Product Name  | Case Code | Pack Size    | Smart Snack Compliant | Oz. Equiv. Grains |
|---|-----------|--------------|-----------------------|-------------------|
| <i>Goldfish</i> ® Baked with Whole Grain Cheddar                    | 20648     | 6/31 oz.     |                       | 1.75              |
| <i>Goldfish</i> ® Baked with Whole Grain Cheddar                    | 21680     | 60/1 oz.     |                       | 1.5               |
| <i>Goldfish</i> ® Baked with Whole Grain Cheddar                    | 18105     | 300/0.75 oz. | ✓                     | 1                 |
| <i>Goldfish</i> ® Baked with Whole Grain Xtra Cheddar               | 23088     | 300/0.75 oz. | ✓                     | 1                 |
| <i>Goldfish</i> ® Baked with Whole Grain Colors                     | 04788     | 300/0.75 oz. | ✓                     | 1                 |
| <i>Goldfish</i> ® Baked with Whole Grain Pretzel                    | 14396     | 300/0.75 oz. | ✓                     | 1                 |
| <i>Goldfish</i> ® Baked with Whole Grain Hot 'N Spicy Cheddar       | 17330     | 300/0.75 oz. | ✓                     | 1                 |
| <i>Goldfish</i> ® 100 Calorie Baked with Whole Grain Cheddar        | 18197     | 100/0.75 oz. | ✓                     | 1                 |
| <i>Goldfish</i> ® Giant Grahams Baked with Whole Grain Cinnamon     | 15094     | 300/0.9 oz.  | ✓                     | 1                 |
| <i>Goldfish</i> ® Giant Grahams Baked with Whole Grain Oats & Honey | 18432     | 300/0.9 oz.  | ✓                     | 1                 |
| <i>Goldfish</i> ® Giant Grahams Baked with Whole Grain Vanilla      | 19246     | 300/0.9 oz.  | ✓                     | 1                 |
| <i>Goldfish</i> ® Giant Grahams Baked with Whole Grain Chocolate    | 15263     | 300/0.9 oz.  | ✓                     | 1                 |
| <i>Goldfish</i> ® Bread Honey Whole Wheat                           | 19933     | 120/1.5 oz.  | ✓                     | 1                 |
| <i>Goldfish</i> ® Bread Whole Wheat                                 | 19934     | 120/1.5 oz.  | ✓                     | 1                 |

## Grab-and-Go Reimbursable Breakfast



\*In the total cracker category (sweet and savory), 64.6% of households with kids under 12 bought *Goldfish*® crackers for the 52 weeks ending 7/9/2017.

Source: IRI Total U.S. All Outlets latest 52 weeks through 7/9/2017.



Learn more at [campbellsfoodservice.com/brands/goldfish](http://campbellsfoodservice.com/brands/goldfish)